

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

a 521
. A87F3

Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 447-4330

Letter No. 2515

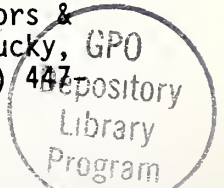
July 5, 1991



FOLKLIFE FESTIVAL -- Rich Hawkins (center) (KRVN, Lexington, Neb.) broadcast live from The Mall in front of USDA's Administration Building during the 25th Folklife Festival. His special guests Monday, July 1, included Vice President Dan Quayle & Secretary of Agriculture Edward Madigan. Rich was one of three farm broadcasters -- the other two were Verlene Looker (KMA, Shenandoah, Iowa) & Lee Kline (WHO, Des Moines, Iowa) -- who participated in the Smithsonian's "Family Farming in the Heartland" festival. (USDA Photo by Bob Nichols.)

LIMITED RESOURCE FARMERS -- About 200 farmers from seven southeastern states will attend the Small or Limited Resource Farmers Regional Conference July 10 - 11 in Nashville, Tenn. Sponsored by USDA's Farmers Home Administration & Tennessee State Univ., the conference will provide opportunities for farmers to get info through discussions, lectures & one-on-one meetings with government officials, educators & subject matter experts. States represented include: Alabama, Arkansas, Kentucky, Louisiana, Missouri, Mississippi & Tennessee. Contact: Sally Lawrence (202) 447-6903.

SLIDES FOR THE ASKING -- We've now got slides available of Secretary of Agriculture Edward Madigan. Want one? Media only, please. Contact: Marci Hilt (202) 447-6445.



VENEMAN SWORN IN -- Ann M. Veneman was sworn in June 27 as deputy secretary of agriculture, becoming the first woman to occupy the number two position at USDA. Veneman will assist Secretary of Agriculture Edward Madigan in supervising the work of the entire department. Veneman has been deputy undersecretary for international affairs & commodity programs since June 1989. She joined USDA's Foreign Agriculture Service in 1987 as associate administrator. She received her B.A. in political science from the University of California, her Master's from the University of California at Berkeley and her law degree from the University of California. Contact: Cameron Bruemmer (202) 447-4623.

RECESSION'S IMPACTS are equally shared in urban & rural areas, USDA economists say. Fourth-quarter data on employment & unemployment suggest the current recession, at least at the national level, is affecting urban & rural areas about equally. But, this similarity does not erase the fact that, even in the relatively good times enjoyed by rural people as recently as two years ago, their economic position has not improved in relation that of urban people. Contact: Karen Hamrick (202) 219-0782.

JUST THE FAX -- USDA news releases are now automatically available via fax machine. To learn how to use AgNewsFax, use your fax machine phone to call (202) 475-3944. Push 9 on your telephone and press the "start" button on your fax. USDA's fax will fax the info to your fax. Contact: Diane O'Connor (202) 447-4026.

RESEARCH & TEACHING GRANTS -- Associate Deputy Secretary of Agriculture Charles R. Hilty says USDA will provide \$8.25 million during fiscal year 1991 to the 1890 land grant institutions for 43 teaching & research projects. This is the second year of the grants program. Last year, USDA funded 29 projects at \$5.5 million. Contact: Pat Casula (202) 447-4423.

GERMAN FARMHOUSE -- The Museum of American Frontier Culture, Staunton, Va., has added a German farmhouse to its farmstead exhibit. It earlier had a Scotch-Irish (Ulster) farm, an English farm and an American farm. The museum has a number of special events during the summer. Contact: Museum of American Frontier Culture (703) 332-7850.

FARM INCOME PROSPECTS -- Farmers' cash receipts this year are unlikely to top 1990's record & government payments are expected to fall. So even the relatively small increases expected in expenses will bring net incomes down, USDA economists say. Net cash income for 1991 is forecast at \$52 billion to \$57 billion, a drop of \$1 billion to \$6 billion from last year. Contact: Greg Gajewski (202) 219-0313.

VACATION SCHEDULE -- The Farm Broadcasters Letter will be on summer vacation July 19 & 26 this year. We will resume publishing again Aug. 2.

Editor: Marci Hilt Phone: (202) 447-6445

FROM OUR RADIO SERVICE

AGRICULTURE USA #1778 -- Even though the temperatures are steamy outside, it pays to make sure your house is well insulated against both heat & cold. On this edition of **Agriculture USA**, Brenda Curtis talks with University of Maryland Energy Specialist Lee Grant about taking care of rising energy costs.
(Weekly reel -- 13-1/2 minute documentary.)

CONSUMER TIME #1260 -- Home restoration; new turkey products; new chicken processing methods; fire prevention; insulation for all seasons.
(Weekly reel of 2-1/2 to 3 minute consumer features.)

AGRITAPE NEWS & FEATURES #1768 -- USDA News Highlights; farm expenses are up; Mexico -- a big market for U.S. pears; a fuel-proof engine; sustainable agriculture. (Weekly reel of news features.)

NEWS FEATURE FIVE #1427 -- Fats & the liver; magnetic resonance imaging; fire-flies detect lemon pest; microbes & desert grass; new green southern pea. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Thurs., July 18, dairy outlook; Fri., July 19, U.S. ag outlook, catfish production; Mon., July 22, ag trade update; Tues., July 23, weekly weather & crop update, livestock & poultry update, cattle on feed; Wed., July 24, mink production. (These are the USDA reports we know about in advance. Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling!)

DIAL THE USDA RADIO NEWSLINES (202) 488-8358 or 8359.
Material changed at 5 p.m., EDT, each working day.

FROM OUR TELEVISION NEWS SERVICE

FEATURES -- Pat O'Leary on the Smithsonian Institute's Festival of American Folklife; Scott Huffman, Mississippi State University, reports on a new old-fashioned hot dog.

ACTUALITIES -- Vice President Dan Quayle at the Folklife festival speaking on trade issues; Sec. Madigan also at the festival speaking on GATT & trade; USDA Meteorologist Ray Motha on weather & crops; USDA Economist Steve MacDonald on exports; USDA Economist Felix Spinelli on hogs & pigs; LaVerne Ausman, administrator of USDA's Farmers Home Administration, on FmHA loans; USDA Economist Robert Dubman on farm income.

UPCOMING FEATURES -- DeBoria Janifer looks at exercise & the elderly; Lynn Wyvill reports on farmers with disabilities.

EVERY OTHER WEEK -- **Agriculture Update**, five minutes of USDA farm program info, in news desk format with B-Roll footage.

Available on Satellite Westar 4, Transponder 12D (Channel 23), audio 6.2 or 6.8:

THURSDAY7:30 - 7:45 p.m., EDT
SATURDAY10 - 10:45 a.m., EDT
MONDAY8 - 8:45 a.m., EDT

OFFMIKE

DIFFERENT PROBLEMS...are confronting producers in North Dakota as compared to conditions of the last three years, says **Mike Hergert** (KNOX, Grand Forks, N.D.). Plenty of rain this Spring & Summer has helped crops & insects alike, a real switch from dryness that had reduced production. Mike says stem rust, white mold & insects associated with moisture are keeping producers busy.

INTENSIVE CARE...for **Jim Yancy** (Progressive Farmer Network, Starkville, Miss.). Jim recently underwent a quadruple bypass operation. Send a card to him at North Mississippi Medical Center, 830 S. Gloster, Tupelo, Miss. 38801. **Doug Thomas** is leaving the network in mid-July. He bought a 275 acre hog operation in Kentucky. Doug's replacement is **Bob Wade** with the USDA in Memphis, and former radio-TV reporter for the Louisiana Department of Agriculture.

BIG NEWS...at WKFI, Wilmington, Ohio, is the July 6 marriage of **Darrin Johnston**. After the honeymoon he'll cover six county fairs.

Farm Broadcasters Letter

Office of Public Affairs
Radio-TV Division
U.S. Department of Agriculture
Washington, D.C. 20250-1300

OFFICIAL BUSINESS
Penalty for Private Use \$300

CONGRATULATIONS...to **Steve Malone** (Georgia Farm Bureau, Macon). His weekly TV program "Georgia Farm Monitor" was selected at the annual AFBF information conference as the best regularly scheduled TV program among state farm bureaus.

NEW STATION...has been added to the network, say **Brian Baxter & Wayne Jenkins** (Morning Agriculture Report, Indianapolis, Ind.) -- KVEO, Brownsville, Texas.

HE LIKES IT...the new service being offered by USDA -- AgNewsFax. **Rich Hawkins** (KRVN, Lexington, Neb.) says the station uses it for background and broadcasts. It's available for your operation too. Info on page 2 of this issue.

THANKS...for the feedback from **Greg Primo** (Newsworthy, Long Island, N.Y.) about how our TV programming is used on the 66-station network.

VIC POWELL
Chief, Radio & TV Division